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Total Number of Pages in This Submission

Application Number	10,028,795
Filing Date	December 28, 2001
First Named Inventor	Brad. R. BLACK et al.
Art Unit	2153
Examiner Name	LIM, Krisna
Attorney Docket Number	PAT 2222-2

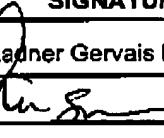
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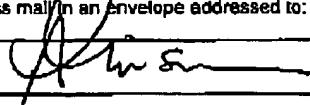
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Firm Name	Borden Lapham Gervais LLP		
Signature			
Printed name	Anne Kinsman		
Date	July 5, 2005	Reg. No.	45,291

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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of: BLACK, Brad, R.; ULRICH, Garet, C.; ASHTON, Peter, T.
Serial No.: 10/028,795
Filed: December 28, 2001
Title: EFFICIENT CONTENT PLACEMENT USING NETWORK PROXIMITY
Group: 2153
Examiner: Krisna LIM
Attorney Ref.: PAT 2222-2 US

July 5, 2005

Commissioner for Patents
U.S. Patent and Trademark Office
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U.S.A.

RESPONSE AND AMENDMENT

Dear Sir:

In response to the Office Action of April 6, 2005, please amend the above-identified application as follows:

Amendments to the Claims are described beginning on page 2 of this paper.

Remarks/Arguments begin on page 8 of this paper.